

5

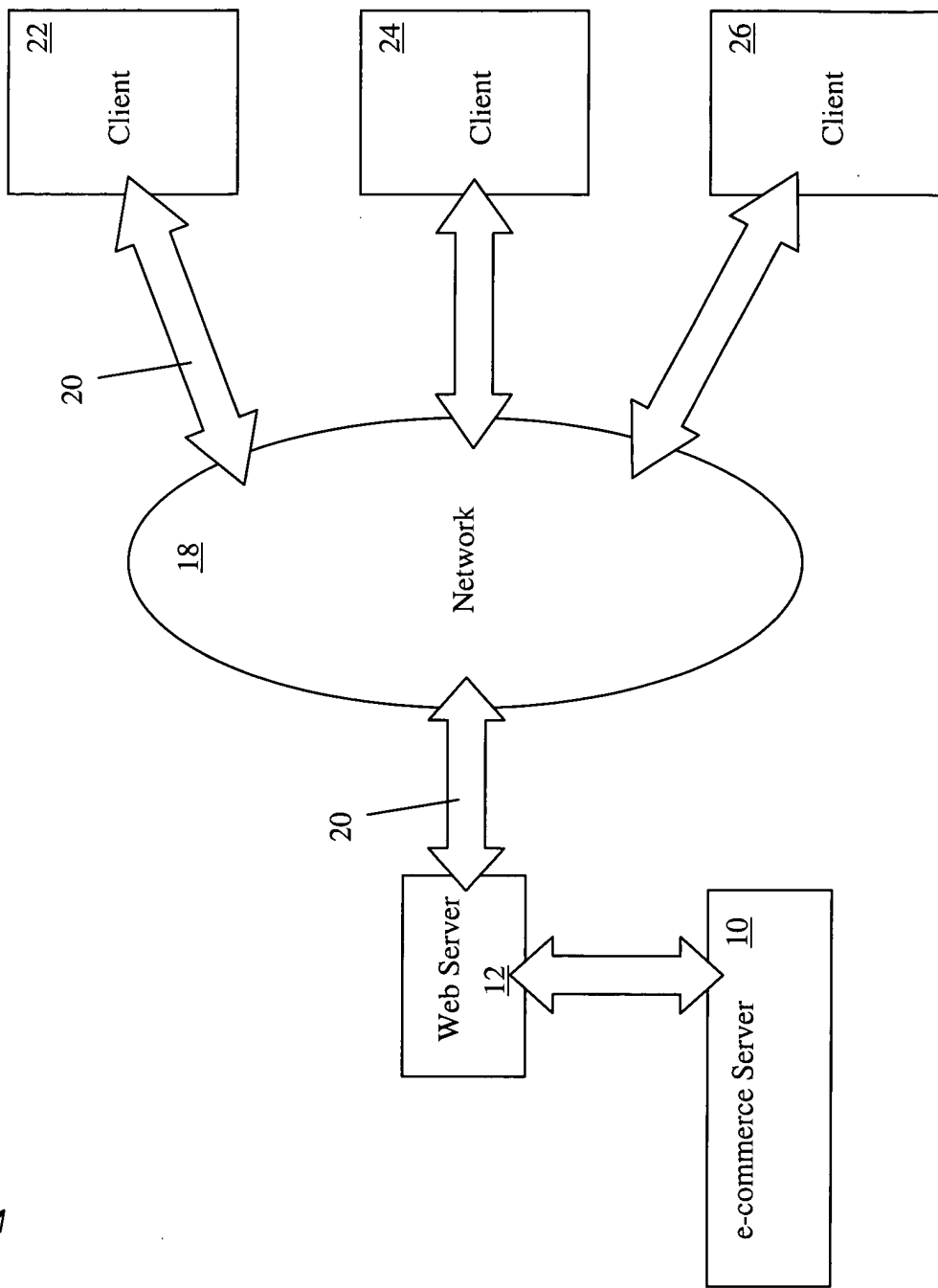


Fig. 1

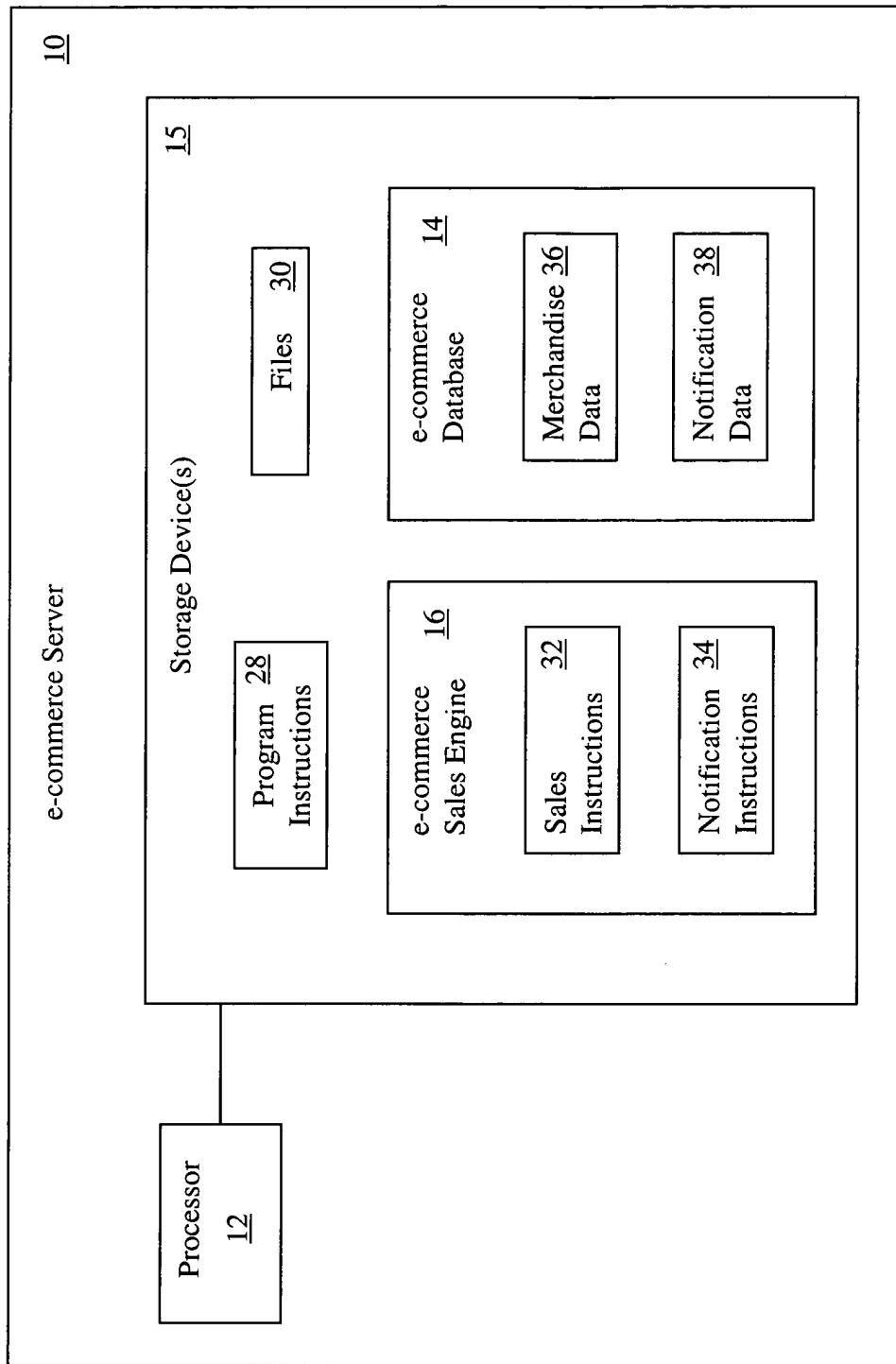


Fig. 2

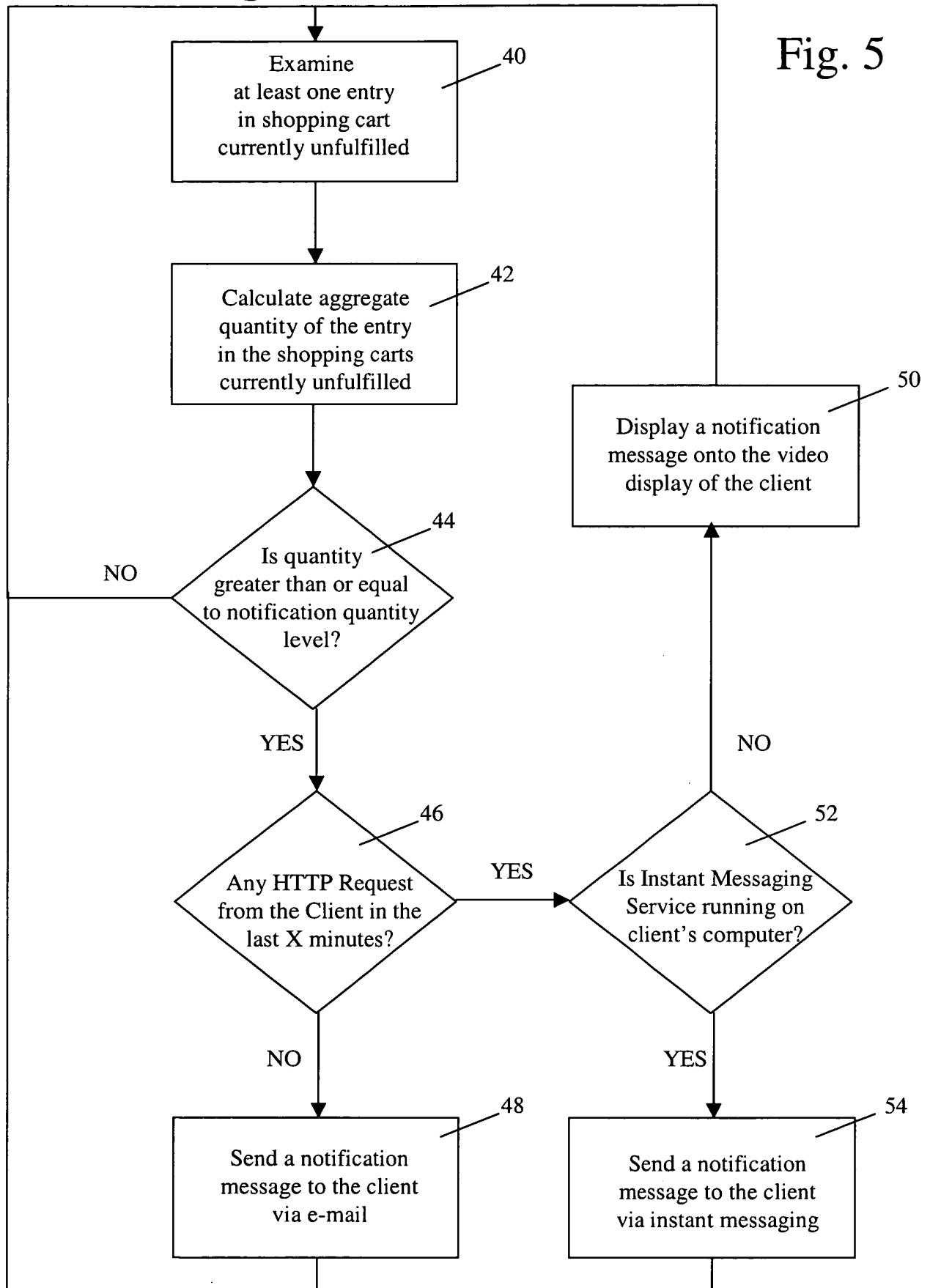
| Item       | Quantity Available |
|------------|--------------------|
| Video Card | 100                |
| Speakers   | 50                 |
| Keyboard   | 25                 |
| Monitor    | 75                 |
| Mouse      | 150                |

Fig. 3

| Item       | Quantity Available | Order Conversion Rate | Global Order Conversion Rate |
|------------|--------------------|-----------------------|------------------------------|
| Video Card | 100                | 25%                   | 10%                          |
| Speakers   | 50                 | 8%                    | 10%                          |
| Keyboard   | 30                 | 20%                   | 10%                          |
| Monitor    | 20                 | 5%                    | 10%                          |
| Mouse      | 70                 | 15%                   | 10%                          |

Fig. 4

Fig. 5



Dear Valued Customer,

We wish to inform you of the popularity of merchandise X that you have selected into your shopping cart for a potential purchase. Due to its popularity, the item may not be available for immediate shipment to you unless your transaction is completed in the next Z minutes. Presently, merchandise X has been selected for potential purchase by Y customers. According to our estimates, our current inventory on-hand may be exhausted should a greater than expected number of the Y customers decide to purchase merchandise X.

Regardless of your decision, merchandise X is still available for purchase and will be shipped to you according to inventory on-hand, should you choose to defer your purchase after the time period noted.

Thank you for your patronage and consideration!

Vendor

Fig. 6



| Item       | Quantity Available | Order Conversion Rate | Global Order Conversion Rate | Safety Margin Factor |
|------------|--------------------|-----------------------|------------------------------|----------------------|
| Video Card | 100                | 25%                   | 5%                           | 10%                  |
| Speakers   | 50                 | 10%                   | 5%                           | 5%                   |
| Keyboard   | 30                 | 20%                   | 5%                           | 10%                  |
| Monitor    | 20                 | 5%                    | 5%                           | 20%                  |
| Mouse      | 70                 | 15%                   | 5%                           | 5%                   |

Fig. 8

| Customer ID | Group     | Notification Rank |
|-------------|-----------|-------------------|
| Buyer 1     | New       | 2                 |
| Buyer 2     | New       | 2                 |
| Buyer 3     | Preferred | 3                 |
| Buyer 4     | Average   | 1                 |
| Buyer 5     | Average   | 1                 |

Fig. 9